

Executive Sales & Demand Dashboard – Online Retail (2011)



Retail Analytics – Insights for Growth & Expansion
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Introduction

Good day CEO and CMO,

Thank you for the opportunity to present my findings based on your business questions.

This report is designed to provide strategic insights drawn from your online retail data. I've ensured all data used is clean, accurate, and meaningful to support high-quality decision-making. The goal here is to help you identify patterns and opportunities that will inform your expansion strategy.



Data Cleaning & Preparation

Before performing the analysis, I conducted a thorough data cleanup process. I:

- Removed entries with negative or zero quantities, as these typically represent returns.
- Excluded records where the unit price was less than \$0.
- Filtered out any missing CustomerIDs when necessary.
- Created a calculated "Revenue" field ($\text{Quantity} \times \text{Unit Price}$), which was used across all visuals.

This ensured that only high-quality, error-free data was used for visual insights.

Visual 1. Monthly Revenue Trend for 2011 (CEO)

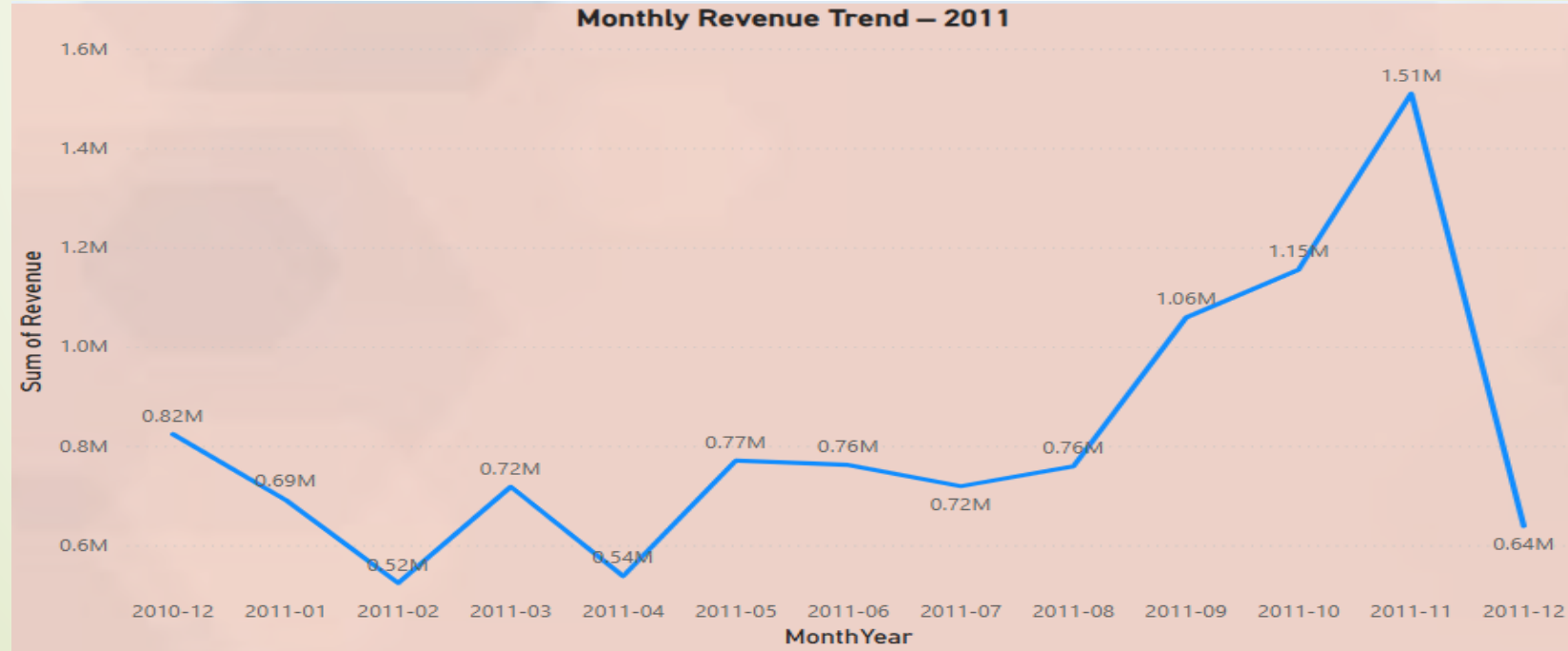
The first visual is a line chart displaying revenue month-by-month for the year 2011.

This helps identify seasonal revenue patterns.

Key Insight:

- A noticeable spike occurred in **November and December**, indicating strong holiday sales performance.

This trend can help forecast inventory and staffing needs for upcoming peak seasons.



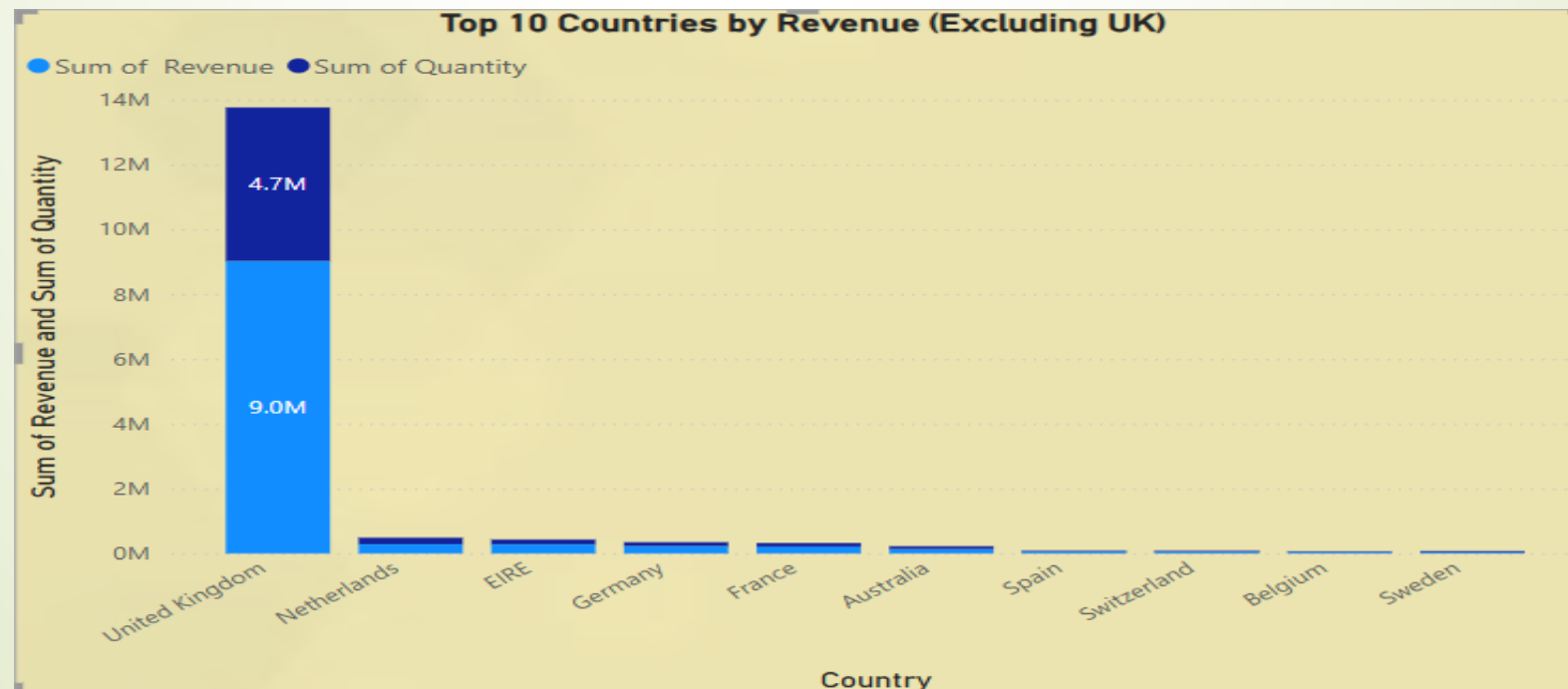
Visual 2: Top 10 Countries by Revenue (Excluding UK) (CMO)

The second visual is a side-by-side bar chart comparing **Revenue** and **Quantity Sold** for the **top 10 countries**, excluding the United Kingdom.

Key Insight:

• **Netherlands, Germany, and France** emerged as top performers both in sales volume and revenue.

These countries represent strong, proven markets and may be ideal targets for expansion or enhanced marketing investment.



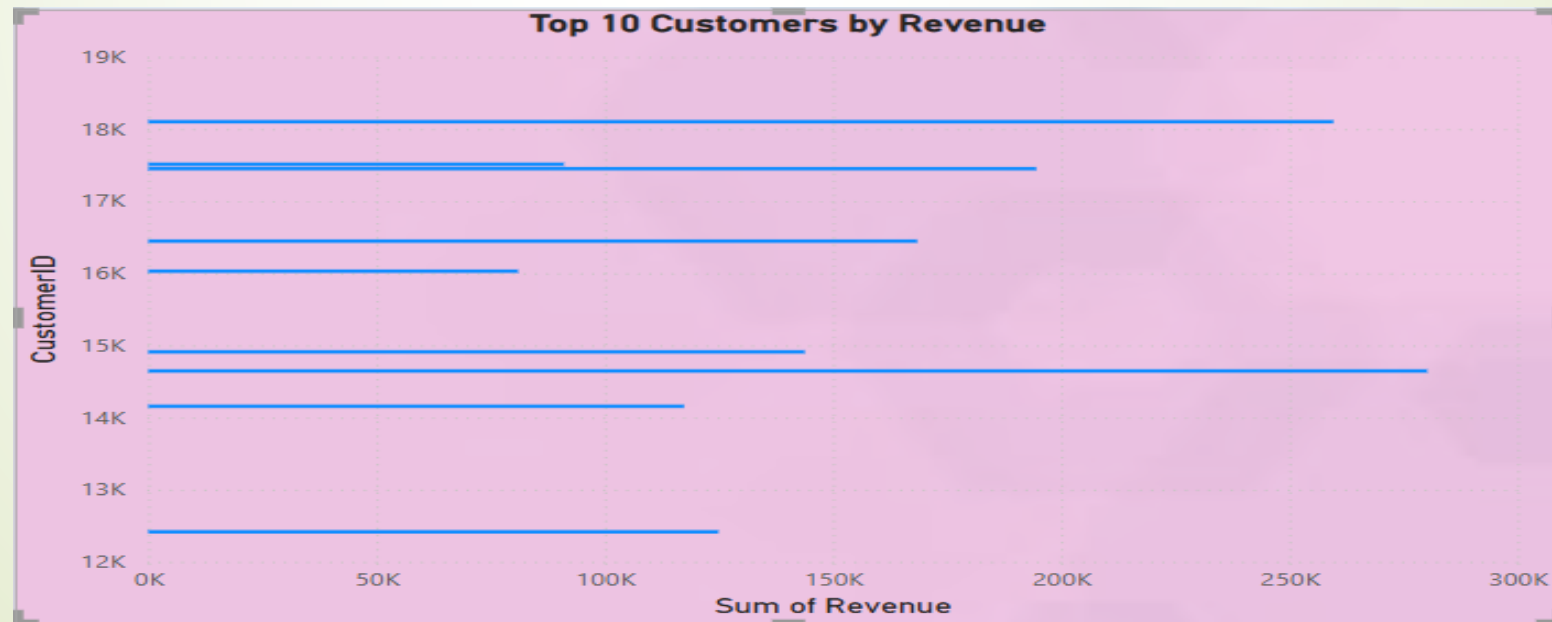
Visual 3: Top 10 Customers by Revenue (CMO)

This column chart highlights the **top 10 revenue-generating customers**.

Key Insight:

- A small group of customers contributes a significant portion of total revenue.

These high-value customers should be nurtured with personalized service, loyalty programs, or early product access to ensure retention and satisfaction.



Visual 4: Global Demand Map (Excluding UK) (CEO)

A map visualization shows global demand, measured by **quantity sold**, excluding the United Kingdom.

Key Insight:

- Strong demand is concentrated in European regions, especially **Germany, Netherlands, and France**.

This map helps you visualize where products are already doing well and pinpoints areas that may support warehouse expansion or localized advertising.





Conclusion

In summary, the analysis reveals:

- ✓ Clear seasonal revenue patterns
- ✓ High-performing countries outside the UK
- ✓ Valuable high-revenue customers
- ✓ Geographic areas with expansion potential

These insights equip you with data-driven recommendations to support smarter, more strategic decisions for future growth.





Thank You !!